Press release

PRINTABLE VERSION

Surf the web for weather with ITV and the Met Office

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The outlook is better than ever for web surfers visiting the ITV website in search of the most accurate weather information available.

In a further development of its online and interactive strategy, ITV has joined forces with the Met Office and web consultancy Integra to create itv-weather.co.uk.

The new site will include regional forecasts for 13 key areas across the country and five-day forecasts for both the UK and Europe. There will also be a unique section devoted to sport with the weather outlook for key events such as the Formula One season.

Powergen has signed up as the official site sponsor. The deal was secured by internet sales house, Carlton Hyperactive, with joint efforts from Sales Director, Harvey Sarjant and Head of Client Sales, Stuart Green. It is one of the biggest signings of its kind within the UK online market.

Sarjant states: "This is a huge deal for Carlton Hyperactive and signals to the internet market that big campaign spends are out there when the right website is matched to client objectives. We are delighted to be working with the Met Office, ITV and Powergen."

John Hardie, Marketing and Commercial Director of ITV Network said: "We are delighted to extend ITV's successful alliance with the Met Office to the online world. With their unparalleled forecasting expertise and ITV's access to 97% of the population each month, itv-weather is set to be one of the most popular weather web destinations in the UK and demonstrates ITV's commitment to bringing the UK's most popular TV brands onto new platforms."

The site, which took Integra three months to scope, design and build, goes live this week and marks the start of a new consultancy being offered by the Met Office to websites.

Met Office Head of Sales and Marketing, Gareth John said: "For the first time the Met Office is offering its technological expertise to websites wanting to package weather content for their customers. As forecasting has become more sophisticated, so have the needs of the public in wanting to know what the weather will be like in coming days so they can plan accordingly.

"Website providers are realising that the very best information will ultimately make them the first call for consumers and, once on the site, they have a unique opportunity to build a relationship with them."

ITV weather in association with the Met Office can be found at www.itv-weather.co.uk

Notes:

Following their successful build of the Met Office's highly acclaimed website, Integra (formerly NetSite Productions) was asked to partner with ITV and the Met Office. Integra are a full services internet agency, providing consultancy, design, programming and hosting of the new ITV site, as well as to clients such as GlaxoSmithKline and Prudential.

Carlton Hyperactive is a new internet sales house with a portfolio of exclusive and complementary websites in the entertainment and lifestyle marketplace. As well as generating revenue, Carlton Hyperactive works hand in hand with websites to develop their design and content in line with the changing needs of the internet user.

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